

Module code: MOD007199	Version: 4 Date Amended: 05/Jul/2024
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1. Module Title
Understanding the Consumer

2a. Module Leader
Minna Lammi

2b. School
School of Management

2c. Faculty
Faculty of Business and Law

3a. Level
5

3b. Module Type
Standard (fine graded)

4a. Credits
30

4b. Study Hours
300

5. Restrictions			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:			

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

You'll explore consumer behaviour but not only the what and how we buy, you'll be getting deeper into how marketers tailor their offer to consumer demands and market trends, how consumer behaviour is influenced by new products and services, the marketing mix and its design and implementation. The psychological and sociological models and theories and emerging consumer psychology research will be illustrated with practical examples of the day to day marketing activities of product and service providers. You'll follow market research techniques, to develop your skills and entrepreneurial awareness. By analysing your research, you will propose a business case for a new market offering, after identifying a need within a consumer group. How you use marketing techniques to convey this offering and the value to the target consumer, how this would affect their decision making and behaviour as well as motivate them to purchase will form the basis of your individual assignment. On completion you will have gained technical and professional marketing skills to be able to identify opportunities and the transferable skills to be able to creatively and innovatively develop appropriate and entrepreneurial business cases.

6b. Outline Content

Students are given the opportunity to engage in field work in order to gather consumer insight as they attempt to address marketing challenges faced by real-life companies.

This module enables students to understand the theory and concepts behind marketing decisions intended to influence consumer behaviour, and also to be able to undertake appropriate market research to foster their own unique understanding of the factors underlying consumptive activity.

Students that undertake this module will not only garner a greater understanding of consumer behaviour, they will gain knowledge and practical experience of market research. Additionally, students will also gain experience navigating the ethical protocols necessary to conduct field work, as well as receive exposure and training on of data collection and analysis. Such skills are sought after in the marketing industry and, when combined with the potential for interaction with professional partners/employers students, the outcome will be that those who study this module become better prepared for their careers/employable within the marketing industry.

Key areas are:

Psychological and sociological drivers of consumer behaviour: Attitudes, attention, perception, learning and memory, motivations, decision making, culture, technology.

Consumer Insight and Market Research: qualitative research, quantitative research, data analysis, research ethics.

6c. Key Texts/Literature

The reading list to support this module is available at: <https://readinglists.aru.ac.uk/>

6d. Specialist Learning Resources

Active learning rooms.

7. Learning Outcomes (threshold standards)		
No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Understand the psychological and sociological variables that influence consumer behaviour;
2	Knowledge and Understanding	Understand how consumer insight shapes marketing activity;
3	Knowledge and Understanding	Demonstrate the broad methodological knowledge and practical skills required for the planning of research, data collection and analysis;
4	Intellectual, practical, affective and transferrable skills	Critically evaluate the effectiveness of marketing communications (e.g. advertisements and promotions) and marketers' attempts to influence consumer behaviour;
5	Intellectual, practical, affective and transferrable skills	Use knowledge of consumer behaviour concepts to develop better marketing programmes and strategies to influence those behaviours;
6	Intellectual, practical, affective and transferrable skills	Implement a project to generate consumer insight and communicate research effectively and in a professional manner.

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2025/6	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	11	1-6	Screen class (1 hour x 11 weeks): Including online accessible rich media materials (pod cast, social media, videos, readings)
Other teacher managed learning	33	1-6	Workshop (3 hours x 11 weeks)
Student managed learning	256	1-6	Student Managed Learning (including time spent on online community and team meeting, fieldwork activities, and engagement with Canvas)
TOTAL:	300		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-6	100 (%)	Fine Grade	30 (%)
Component 1: 3000 individual report. Component 2: 15 min presentation (equivalent to 2000 words)					

Assessment components for Element 010				
Component No.	Assessment Title	Submission Method	Weighting (%)	Components needed for Mark Calculation?
010/1	Report 3000 words	Canvas	70 (%)	All
010/2	Presentation 15 minutes (equivalent to 2000 words)	Canvas	30 (%)	

<p>In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).</p> <p>In addition, students are required to:</p> <p>(a) achieve the qualifying mark for each element of fine graded assessment as specified above</p> <p>(b) pass any pass/fail elements</p> <p>[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]</p>
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